

We claim:

- 1) A method of generating a targeted voter list, comprising the steps of:
 - a) receiving a targeted voter data file identifying eligible voters;
 - b) filtering the targeted voter data file per campaign parameters, therein eliminating undesired fields and high risk voters to generate an updated targeted voter data file;
 - c) creating a latest early voted status data file, therein identifying voters that have voted in the early voting session;
 - d) filtering the updated targeted voter data file using the latest early voted status data file to generate a latest targeted voter data file that is a subset of the targeted voter data file being filtered, therein identifying eligible voters that have not voted in the current election.
- 2) The method of claim 1, further comprising:
 - e) downloading at least a subset of the latest targeted voter data file to a field aide for field data collection.
 - f) updating the targeted voter data file with field data to generate a latest targeted voter data file.
- 3) The method of claim 2, further comprising,
 - g) repeating steps c)- f), therein culling the targeted voter data file until the election has been decided.
- 4) The method of claim 2, wherein step f) further comprises filtering the targeted voter data file to eliminate voters based on aggregate voter data.
- 5) The method of claim 1, wherein step e) further comprises downloading at least a subset of the targeted voter data file to a processor device for field data collection.
- 6) The method of claim 1, wherein steps b) and d) are accomplished with a processor.

- 7) The method of claim 2, wherein steps e) and f) are accomplished with a processor.
- 8) The method of claim 2, further comprising:
 - h) manipulating the downloaded targeted voter data file, or portion thereof, to access further subsets of the downloaded data file.
- 9) The method of claim 2, wherein step f) further comprises updating the targeted voter data file with field data via a wireless web connection and a wireless device, therein providing continuous updating and reporting.
- 10) The method of claim 2, further comprising:
 - g) generating groups of data based on geographic location.
- 11) The method of claims 1-3, further comprising:
 - h) displaying data graphically through the use of GIS
- 12) A method of viewing a targeted voter data file, comprising the steps of:
 - a) updating a targeted voter data file with GIS coordinates;
 - b) extracting the GIS coordinates and addresses of the targeted voter data file;
 - c) overlaying the targeted voter data file onto a digital map using the GIS coordinates;
 - d) graphically displaying the targeted voter data file overlaid onto a digital map, therein allowing a campaign or candidate to view the data.
- 13) The method of claim 12, wherein the graphical display of data allows the campaign to generate groups of data based on geographic location.
- 14) The method of claim 12, wherein the graphical display of data allows the campaign to view both the targeted voter data file and a data map, therein providing a visual representation of the subject areas.

15) The method of claim 12, wherein the graphical display of data allows the campaign to view both the targeted voter data file after filtering per the campaign parameters and the current targeted voter data file, therein providing a visual cue of campaign progress.